



“We want you to engage in conversations and help us to explain why T-TIP is good for your business, for consumers, for Denmark, and why we need this agreement now.”

Ambassador Gifford

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WHAT IS T-TIP?

"Imagine what happens when you take the world's largest market and the world's largest single economy and you marry them together with the principles and the values that come with it. T-TIP will do for our shared prosperity what NATO has done for our shared security, recognizing that our security has always been built on the notion of our shared prosperity." Secretary of State John Kerry

The Transatlantic Trade and Investment Partnership (T-TIP) is a comprehensive free trade agreement between the United States and the EU member states, that will:

- Make it easier to invest by removing custom duties on goods, and improve market access for goods and services
- Expand cooperation and remove unnecessary differences in regulatory barriers, while preserving high standards and protections

Together, the U.S. and the EU are seeking to create a global open trading space. With our economies covering over half of global GDP and about one third of global trade, we have the opportunity to set the new global rules for trade and investment worldwide.

This global space that we will create together will help ensure greater prosperity. We believe that open trade and investment markets create networks of prosperity. Openness, transparency, and the rule of law are the cornerstones of democracy and long-term economic health. T-TIP is a partnership that needs our vigorous support.

Who Will Benefit?

Ultimately, this is an agreement about and for our citizens. If we get this deal right, consumers will have a wider choice of products and services from a greater range of producers, and the best of the strong safeguards in force on both sides of the Atlantic. Consumers and producers – especially small businesses – will benefit from lower tariffs and fewer barriers to trade. Uniting 800 million citizens with a common understanding about the rules for trade and investment will create more opportunities. **That leads to growth and growth leads to employment.**



CALL TO ACTION We ask you to read this insert, get the facts, and help explain to your colleagues, customers, employees, and partners around the EU why we need this agreement now.

THE STRATEGIC VALUE OF T-TIP

Looking at a more global perspective, T-TIP is a critical opportunity for the U.S. and Europe to set global norms – for other markets and agreements outside our borders, and in other regions.

It bears recalling that the reasons to support T-TIP go well beyond trade and well beyond economics. The United States and Denmark – and the United States and the European Union – work together on a huge range of issues, from supporting economic development, to security cooperation in NATO, to our collective efforts to fight terrorism.

The world is a safer place when advanced democracies stand together, and a weaker one when we remain apart. Building a stronger economic partnership and breaking down trade barriers will modernize our transatlantic alliance and make it more secure.

When the EU and the U.S. can agree on standards, and when we can work with like-minded countries to promote the wider adoption of those standards internationally, our collective size sets a de facto global standard. What we achieve with T-TIP will affect people far from Europe and North America. This

international influence will help produce greater consumer safety everywhere, while also ensuring that the playing field for our companies worldwide is based on these new higher standards and best practices, not a race to the bottom.

And so we have this incredible opportunity to modernize the global trade and investment system. And the United States and Europe can show the way.

PROMOTING SHARED VALUES

Creating prosperous and stable markets between countries requires promoting our shared values of openness, transparency, and rule of law.

SETTING GLOBAL STANDARDS

The U.S. and the EU should set the global standard for strong labor rights, environmental protections, safe food, and intellectual property rights.

UNLOCKING GROWTH OPPORTUNITIES

Tearing down unnecessary trade barriers – tariffs, red tape and uncertain regulations – is a common-sense way to more easily connect European entrepreneurs to U.S. consumers, and vice versa.

T-TIP



“T-TIP is an opportunity to get more out of the already close EU-US relationship, by creating growth in business, trade and jobs on both sides of the Atlantic. An ambitious T-TIP agreement will set the standard for trade agreements globally.”

*Nils Smedegaard Andersen,
CEO, A.P. Moller-Maersk A/S*

BUILDING BRIDGES The benefits to Denmark and the United States

“Free trade is a vital precondition for growth and jobs. An ambitious T-TIP-agreement is going to further strengthen the strong economic ties between our economies.” – Karen Hækkerup, CEO of Agriculture and Food Council

This applies to Denmark more than anywhere. The vast majority of independent analyses, including several from Copenhagen Economics, show a significant net benefit to Denmark from

T-TIP. Denmark is a world leader in several sectors which are expected to grow under TTIP. And consumers will have a larger and cheaper variety of products from which to choose.”

There is potential for the T-TIP agreement to reduce existing barriers to investment as well as to limit future regulatory barriers.

There is scope for further U.S. investments in Denmark and vice versa. Opportunities for U.S. investments in Denmark are especially strong in sectors such

as cleantech, ICT and life sciences, while the scope for further Danish investments in the U.S. have been found to be especially strong in activities related to green growth (climate, energy and the environment), ICT and shipping.

Based on Copenhagen Economics (2013) we expect:

- Danish exports of goods and services to the U.S. to increase by 14% (+ DKK 14 billion relative to 2012 levels)
- Danish imports of goods and services from the U.S. to increase by 17% (+ DKK 9 billion relative to 2012 levels)

“Danish companies already have a strong position in the U.S. market. With T-TIP and the elimination of tariffs, mutual recognition of standards and equal access to public procurement, they will truly be able to consider the U.S. market as their second home market.”

Karsten Dybvad, Director-General, Confederation of Danish Industry (DI)

BREAKING DOWN BARRIERS

T-TIP will not endanger any of the high standards, labor protections, requirements, or other regulations in the signatory countries. In fact, in the trade agreements pursued by the U.S. over the last several decades, it is the U.S. that has required its partners to more effectively enforce environmental and labor laws, or to take on new commitments to increase environmental and labor protections.

The Pharmaceutical Industry's perspective

T-TIP has the potential to improve patients' health by increasing the speed in which medicines can reach patients, improve the efficiency of our operations in both the U.S. and the EU, and strengthen the recognition of our intellectual property rights across the globe. Through the harmonisation of rules and regulations, the time it takes to develop and bring a new medicine to the market can be reduced, thereby bringing innovative medicines to patients faster.

Joint Position of Novo Nordisk, Lundbeck, LEO Pharma, and Lif

Reducing Costs From Unnecessary Regulatory Differences

THE EU AND THE U.S. BOTH HAVE A HISTORY OF STRONG REGULATORY PROTECTIONS



REDUCING UNNECESSARY REGULATORY BURDENS CUTS COSTS FOR BUSINESSES OF ALL SIZES THAT EXPORT ACROSS THE ATLANTIC



NO GOVERNMENT WILL BE REQUIRED TO REDUCE HEALTH, SAFETY, AND ENVIRONMENTAL PROTECTIONS



Find out more: ttip.state.gov

OPPORTUNITIES FOR SMALL BUSINESS

On both sides of the Atlantic, SMEs are an important source of innovation, new products, and new services, and are already benefitting from transatlantic trade. With T-TIP, small and medium sized companies stand to gain much more than big industries.

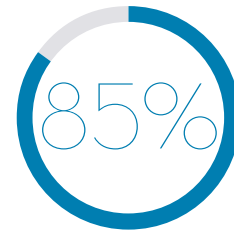
Lower costs and greater efficiency will unlock opportunities. Small businesses are already major exporters but there is potential for small businesses and even individuals to be drivers and movers of modern trade. We have the chance to make customs more efficient and paperwork simpler so entrepreneurs can easily access new markets for their products without the hassle of unnecessary red tape and delays. As the rules and standards are made simpler, more transparent, and more consistent – but not lower – SMEs become able to compete more widely in a newly enlarged market, gaining the same competitive advantages that only large multinationals enjoy today.

The Bagel Co., a Copenhagen-based company employing 52 people with 17 years' experience in providing bagels with only the highest quality ingredients, notes that the reduction and elimination of tariffs through T-TIP would give it affordable access to choice U.S. ingredients, "everything from California's apple juice to New York's famous French's mustard," allowing it to continue providing only the best to its customers.

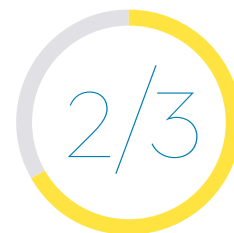


20 MILLION

The EU is home to
20 million small and
mid-sized businesses



Small businesses create
85% of new EU jobs



Small businesses
provide 2/3 of all EU
private sector jobs

Siteimprove is a global provider of web governance tools and solutions.

"As a Danish owned business with an American subsidiary that accounts for nearly 75% of our revenue, Siteimprove would be able to greatly benefit under T-TIP. It would give us more operational freedom, mean less red tape when exporting our solutions, and give us even greater possibilities to invest in the American economy, creating even more jobs on top of the 70 Minneapolis based employees we already employ."
CEO, Morten Ebbesen



"The T-TIP offers a unique opportunity to strengthen Danish exports and Transatlantic cooperation"

*CEO of Novo Nordisk
Lars Rebien Sørensen*



Vestas Wind Systems is a global wind turbine manufacturer and service solution provider, that exports and imports components for wind turbines from Europe to the U.S. and vice versa. Besides the benefits of reduction and elimination of tariffs, the T-TIP also represents other added value.

"With T-TIP, the reduction and elimination of tariffs would make the wind industry more competitive which would further benefit efforts to reduce global CO2 emissions. Of equal importance is the envisioned policy collaboration dimension of T-TIP that is being discussed which is very positive. We also believe that T-TIP has the potential to be a role model agreement in international trade relations paving the way for a global green free trade agreement." - Morten Dyrholm, VP and Head of Global Public Affairs

MYTHBUSTING

MAINTAINING HIGH FOOD SAFETY STANDARDS

We believe that consumers benefit from increased choice of safe, healthful and nutritious foods. By basing food standards on science, we set standards for safety and nutrition that other countries can follow. This should not only provide a model for food safety in third countries, but should also make it easier for U.S. and EU businesses to compete in those markets, and vice versa.

PRESERVING ENVIRONMENTAL PROTECTIONS

We seek robust environmental commitments. T-TIP will allow regulators to cooperate on eliminating duplicative approval processes and product standard requirements. These more efficient and effective regulations will better protect consumers, workers, and the environment.

MAINTAINING INVESTOR PROTECTIONS

Nothing in U.S. agreements prevents a government from adopting or maintaining non-discriminatory laws or regulations that protect the environment, health and safety, or other public interests. The U.S. and the EU believe in investor protections as an important part of the rules-based international trading system.

PROTECTING PERSONAL PRIVACY

Transfer, storage, and processing of data are essential to 21st century economic activity. The U.S. and the EU share a deep commitment to the protection of privacy and have engaged in discussions outside the T-TIP context. Discussions are motivated by a practical need to reconcile data privacy systems that, while equally committed to the protection of individual rights, use different mechanisms and legal structures to protect those rights.

LOWERING COSTS FOR SMALL BUSINESSES

Small businesses are already major exporters, but T-TIP can help them be even bigger drivers of trade and prosperity by making border procedures more efficient, shipping and customs paperwork simpler, and internet transactions more seamless – in all of these ways enabling entrepreneurs to more easily access new markets for their products. New export opportunities should be available to those who thought trade was out of reach.

There is a healthy ongoing debate about T-TIP throughout Denmark and the EU. Help us ensure it's based in fact.



For more information, please contact the Economic Section at the U.S. Embassy, Copenhagen at Copenhagenpolecon@state.gov or visit: ttip.state.gov denmark.usembassy.gov